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Journalists, Periodistas Invited to "Border Beat/ Zona Fronteriza"

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Office of Public Information, "Journalists, Periodistas Invited to "Border Beat/Zona Fronteriza"" (1994). *News Releases*. 4011.
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University of San Diego

Office of Public Relations

News Bureau

JOURNALISTS, *PERIODISTAS* INVITED TO "BORDER BEAT/ZONA FRONTERIZA"

"Border Beat/*Zona Fronteriza*," the first in a series of conferences for Mexican and American journalists who cover the Southern California/Baja California border region, will take place on Saturday, April 23, from 8:00 a.m. to 1:30 p.m. in the Hahn University Center on the USD campus.

Co-sponsored by the California Chicano News Media Association (CCNMA) and the USD Communication Studies Department, "Border Beat/*Zona Fronteriza*" will seek to familiarize journalists with news sources and resources in government, business, science, and other fields on both sides of the U.S.-Mexico border.

The cost of the conference, including lunch, will be \$15 general admission and \$10 for CCNMA members and students.

The April 23 "Border Beat/*Zona Fronteriza*" conference will focus on law enforcement, with simultaneous seminars on the inner workings of enforcement agencies. English-language seminars for American journalists will feature English-speaking journalists from Tijuana. At the same time, Spanish-language seminars for Mexican journalists will feature Spanish-speaking journalists from the United States. All panelists will be experts in the law enforcement area. Also, representatives of several law enforcement agencies from both sides of the border will be present to provide basic information.

After the morning slate of seminars, which will include ample time for questioning, the conference will conclude with a luncheon where guest speakers such as Juan Vargas, City Councilman from the 8th District, will address the importance of improving media coverage of the border region.

"This forum is a unique opportunity to fully open the gates of communication between two countries whose news events shape the world we live in," says Gloria Limas of KNSD-TV, president of the San Diego chapter of the CCNMA.

For further information about "Border Beat/*Zona Fronteriza*," please contact Kate Callen at 260-4682.



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PERIODISTAS INVITADOS A LA CONFERENCIA
"BORDER BEAT/ZONA FRONTERIZA"

La conferencia "Border Beat/Zona Fronteriza," es la primera en una series de conferencias para periodistas que investigan y reportan noticias acerca de la zona fronteriza. La conferencia va a ocurrir el Sabado, 23 de Abril, de las 8 a.m. a la 1:30 p.m. en el Centro Universitario Hahn en la Universidad de San Diego (Hahn University Center at USD).

Patrocinado por la California Chicano News Media Association y el Departamento de Comunicaciones de la Universidad de San Diego, "Border Beat/Zona Fronteriza" planea familiarizar a reporteros con recursos y personas en el gobierno, empresas, las ciencias, educacion y otras areas en los dos lados de la linea.

El precio de la conferencia, incluyendo almuerzo, es \$15 dolares. Estudiantes y miembros de el Chicano News Media Association seran admitidos por \$10 dolares.

El enfoque de la conferencia sera La Seguridad Publica, con grupos discutiendo la manera en que varias agencias de ley, a diferente niveles (estatal, judicial, etc.) funcionan. Reporters que prefieren hablar ingles podran atender discusiones en ingles; los que prefieren hablar espanol podran atender discusiones en espanol. Todos los representates del policiaco seran expertos en sus areas.

La conferencia terminara con un almuerzo donde el distinguido regidor de la Cuidad de San Diego Juan Vargas, va a discutir la importancia de mejorar la manera en que se reportan las noticias acerca de la zona fronteriza.

"... ¡ Me parece sensacional! ya era hora de poder saber cómo se trabaja en ambos lados de la frontera . . . trabajamos en una region comun con estilos diferentes nos ayudaría a ser más profesionales en el campo . . ." dice Lourdes Maldonado, la periodista con XEWT.

Por mas informacion, por favor llame a Kate Callen al numero (619)260-4682.